

# Torrance Herald

Co-Publishers  
KING WILLIAMS - GLENN W. PFEIL  
REID L. BUNDY - Managing Editor

SUNDAY, AUGUST 6, 1961

## This Week's Motto:

Judging by the price of steaks these days, most of us can afford only a spit second sandwich.

## Whole Hog or None

Disturbing as it was to many thoughtful Americans who otherwise heartily support President Kennedy's firm stand on Berlin, his interpolation of federal aid to education in his arms message nevertheless should not have been too surprising. The entire recent course of administration policy has been to force the costly school-aid bill through, no matter what.

Perhaps the most unseemly attempt to revive what should be a dead issue was the President's squeeze play against some 300 Congressmen from the so-called impacted areas; areas which have been receiving federal funds in lieu of taxes to school districts where large defense installations have created classroom and teaching problems far beyond the ability of the districts to meet unaided.

This aid to impacted areas has nothing to do with aid to education. It is merely an equitable way of meeting the government's inherent responsibility to provide education and other essential services for those who serve in its defense program, without unfairly burdening local communities. Yet the administration has made it official policy to oppose passage of legislation providing such funds unless the federal aid program also is approved.

This is politicking at its most callous. It is good to note that California Congressman Craig Hosmer filed a petition to discharge from the Committee on Education, where it has been pigeonholed by administration forces, the bill that would assure continuation of aid to the impacted areas. Congress should lose no time in passing it.

## Give Self Respect

The country is still talking about Newburgh. When that New York State community cracked down on idlers and others who were padding the town's public aid lists to the point of using up one-third of the municipal budget, it elicited quite a loud response. Professional social workers and even some government officials cried "shame" and "inhumanity." On the other hand, humane but tax-conscious citizens heartily commended the blow struck for sanity in our treatment of the unfortunate.

In our admiration for Newburgh, however, let us not overlook the fact that a good many California counties have for some time been developing projects designed to help relief recipients become self-supporting. In a recent letter to the San Francisco Examiner, the Bay Area director of the Department of Social Welfare, Mrs. Jane McKaskle, pointed to such programs in Humboldt, Napa, Mendocino, Alameda, San Francisco, Contra Costa, San Mateo and Santa Clara counties. They range from maintenance jobs for hospitals, roads and parks to housekeeper service; from placement programs in cooperation with private industry to adult education training projects.

It is good to know that in these and many other areas both official and private resources are being devoted to helping others help themselves. One of the greatest gifts man can offer his fellow man is the gift of self-respect. It is something that ideological welfare programs too often overlook, or throttle.

## Out of the Past

From the Files of the HERALD

Thirty years ago this summer a campaign by the Chamber of Commerce succeeded in attracting at least 50 families to Torrance from the desert area as a place for summer resorting. The Chamber of Commerce sponsored an advertising campaign in Arizona newspapers pointing out the advantages of life near the beaches. It was declared a success with Arizonaans vowing they would be back for permanent residence.

An ordinance forcing all retail grocery stores to remain closed on Sunday was thought to be unconstitutional by the City Attorney Robert Briney. A group of independent grocers had banded together in the hope of attaining uniform closing arrangements.

Carl Hyde, executive secretary of the Chamber of Commerce, returned yesterday morning from a short business trip to Sacramento where he was engaged in industrial promotion work for the Chamber.

A grass fire swept over a portion of the triangle-shaped park at the intersection of Carson St. and Plaza Del Amo Friday afternoon but was extinguished before any trees were damaged. It is thought some children, playing with matches, caused the blaze.

New low levels for fresh milk were reached this week

when Mayfair creamery announced quarts at 10 cents and pints at 7 cents. Milk authorities said the new low prices were the result of more efficient methods of processing and distribution and insisted there was no "milk war" in progress.

### 20 Years Ago

California's four million motorists will have to bone up on the new regulations voted recently by the State Assembly. Many drivers, according to Gov. Culbert Olson, have much to learn and are warned that they will be expected to be familiar with the new laws very soon. Investigators for the Department of Motor Vehicles will have the same status as police officers.

Dale Riley, city recreation director, announced that the Carson St. Center had been temporarily closed. He invited all youngsters enrolled in the crafts work program, to transfer to the Arlington Center across from the city park where the same courses were being offered.

A Torrance service station man wrote that Japan had taken a lot of seacoast towns but that "way back in the interior of China they don't know the war is on." He thought Japan or anyone else would never conquer China and that life would go on pretty much as it has during the last several centuries.

## Pauline's Perils Were Pusilanimous



SIGHT and SOUND by Ernest Kreiling

## Is Anybody Watching? Yes, But Not as Much

The TV networks are more than a little concerned—although they'll deny it—over learning something most of us have known for a long time.

We aren't spending as much time watching the inanities of the teen aged cyclop as we used to. In fact during the three years from 1957 to 1960 the average number of sets in use during the evening hours declined 5 per cent.

And I would bet a fading picture tube it's dropped some more this past "season."

Lever Brothers, who has a vested interest in our TV habits, hired the A. C. Nielsen Co. to determine the viewing trends. Lever Brothers has reason to be concerned because they spend \$28 million a year in network television, exceeded only by Procter and Gamble and American Home Products.

What Nielsen came up with was that from November 1957 through April 1958, an average of 65 per cent of the 47 million TV homes had the set on between 7:30 and 11 p.m.

During the 1959-1960 season, only 61.9 per cent of the homes were watching, which is a drop of 5 per cent in audience.

The networks shouldn't be too surprised at this. I know I'm not and I doubt if you are. I've always been puzzled why the moguls of mass entertainment have worried their viewing among the three networks, rather than trying, through imagination and experimentation, to reach the 30 to 40 per cent of the set owners who don't turn it on much anymore.

The television industry's interminable preoccupations for the biggest share of the existing market seems short sighted. Most industries spend a lot of time and money to expand their potential market and let each company fight for its share of it. Now with a shrinking market, the television industry might well have to change their thinking and tackle some tough problems.

During the three year period covered by the Nielsen study there was an increase of 9 per cent in the number of television households in the United States. But now 90 per cent of the households have TV, so the in-

crease in TV homes will be slow and uncertain.

Whereas there are 5.3 million households without TV today, the Nielsen report shows that there are 18 million households with TV but aren't using it at any given half hour in the evening.

So with total viewing dropping, it's time the television industry started trying to woo back the wandering viewer. And there are a lot of them, so it'll take some wooing that the programmers don't yet appear to be up to.

Of course, the networks deny the Nielsen figures on one basis or another. They say they aren't statistically significant and that the decline is so small as to cause no concern.

Maybe they are right. Although most of us won't admit it even to ourselves, they can still prove that the average house hold has the TV set on for five hours and three minutes a day.

They can sell at lot of soap in that amount of time.

Your comments and questions about the subjects discussed here will be most welcome, because we would like to write some of these columns about the subjects that concern you. Further, all comments about specific programs and issues of importance to you will be forwarded on to those most directly involved, whether they be the producer, the network, the station, or the Federal Communications Commission. — E.K.

## During This Week

Aug. 6, 530 B.C.—Gautama, India-born Buddhist founder, was named Buddha, but never called himself that. Natives believed him to be Wisdom returned to earth through a chosen person called Buddha.

Aug. 7, 1789 — The War Department was created by an Act of Congress, succeeding a similar department established before adoption of the Constitution.

Aug. 8, 1786—The Continental Congress voted "that the several pieces of the United States of America for gold and silver shall be eleven parts fine and one part alloy." The first legislation regarding money had been passed July 6, 1785, providing that the standard unit would be a dollar.

Aug. 9, 1593—Isaac Walton was born at Stafford, England. His book, "The Compleat Angler, or the Contemplative Man's Recreation," is

still the basis of fishermen's rules.

Aug. 10, 1874 — Herbert Clark Hoover, future 31st U.S. President, was born at West Branch, Iowa. Although unjustly accused of starting the depression of the early '30s, Hoover has been recalled by every president who followed him into office, for advice.

Aug. 11, 1896—Patent No. 565,451 was granted to Harvey Hubbell, Bridgeport, Conn., for his invention of an electric light socket with a pull chain. His invention was nearly two inches longer and half an inch wider than modern ones.

Aug. 12, 1912—An invited audience viewed the first foreign feature movie in the U.S., at New York City's Lyceum Theater. It was a French four-reeler, starring Sarah Bernhardt as "Queen Elizabeth." It was shown commercially in Chicago at the same time.

AFTER HOURS By John Morley

## Correspondent Reviews The Challenge in Berlin

President Kennedy can be thankful to Khrushchev for his saber-rattling over Berlin, for it saved his \$4.8-billion foreign aid request and took the spot-light off indiscriminate government spending.

The political astuteness of the President, to use the crisis over Berlin as a rallying point of uniting the nation, is a stroke of political genius. He will need this unity as he reflects the hour of showdown with Khrushchev next fall.

In the light of what we have seen in Moscow and Berlin on six separate news beats in recent years, Berlin is not so explosive today as it was last year right after Khrushchev blew the Paris summit over the U-2. This is the fourth time in four years that Khrushchev has threatened to turn over Soviet authority to the East German regime in violation of existing treaties with the US, Britain and France.

In all probability his hand has been forced by the Reds in East Germany and he will go through with his threat in the fall. If so, he may support this with Soviet divisions at the border to test our muscle.

The chances are that we will not fight our way through, but resort as in 1948-49 to the airlift. If Soviet planes fire at ours, we will fire back; and this could mean war.

It is not likely that Russia will gamble war over our airlift. If Khrushchev wants

war, he must think he can win. But he can wage war with a greater chance of success by a surprise attack than by an overt act over Berlin space.

If he thinks he can win, it is in his nature and the nature of Communism to attack with the utmost surprise, without any reason or warning. The fact that he has not attacked indicates that he respects the superior military power of the US and its allies.

Also he has fertile soil among the hungry millions of the world to direct the expanse of Communism. He is convinced, as are most leading Communists, that Capitalism is losing ground and that time is on their side even though the facts do not support it.

Russia is concerned over Berlin and West Germany as bases for future attack much more than the political embarrassment they generate with their prosperity in comparison with the Communist-occupied eastern zone. The presence of US, British and French troops is only symbolic of our support.

The fear of Germany is deep-rooted in history and especially in the recent history of June 11, 1941, when Hitler attacked Russia.

German nuclear scientists dominate space exploration inside Russia and almost everywhere else. German rocketry is conceded to be the best in the world, and German genius for original-

ing new and more destructive weapons for war is constantly in Soviet strategic calculations.

For Germany is capable in a few years of developing new nuclear-neutron biological weapons with which to crush the Red goliath in the east. So the danger of West Germany is a major strategic factor in Soviet policy, and they will go far to eradicate it or neutralize it. But to gamble Communist survival over Berlin does not seem to us feasible in Soviet strategy.

Khrushchev has a sobering respect for US nuclear power. He knows better than the average American that just one B-52—and we have many in the air constantly on patrol—carries 12 times as much explosive power as all the bombs dropped by all the belligerents, including our two atomic bombs, in all of World War II.

My source for this is the new book, "Arms Control, Disarmament and National Security," selected by the Book-of-the-Month club, which President Kennedy called "one of the most comprehensive and detailed studies ever published on the subject of arms limitations, and should be read by everyone."

The book also reports that "Enough nuclear weapons now exist in the US stockpiles to exterminate every man, woman and child in Russia in a few days."

("Berlin in Relation to Global Picture" will appear in next week's After Hours.)

## Taxes on Criticism May Be Stopped by Congress

By JAMES DORAIS

After a long struggle by opponents of censorship, literary classics such as "Lady Chatterley's Lover" and "Tropic of Cancer" can be read by anyone in the U.S.A. who cares to do so.

Censorship, however, has many forms, and where the Post Office Dept. has retreated in the case of serious literature, the Internal Revenue Service has stepped into the breach to censor serious criticism of the government.

Since the 16th Amendment was adopted in 1913 it was, until fairly recently, accepted practice that expenditures for presenting points of view were legitimate business expenses and therefore deductible items for tax purposes.

Described by Fortune Magazine as "a tax on criticism," the ruling was adopted despite vigorous opposition at a public hearing by representatives of 135 national organizations, including newspaper associations, labor unions, business groups and attorney's organizations.

Under the censorship-by-taxation rule, an institutional advertisement calling attention to the dangers of inflation

could be interpreted as being against proposed public works legislation, and thus ruled non-tax deductible.

An advertisement advocating racial tolerance could be construed as non-tax deductible propaganda for civil rights legislation.

Editor and Publisher magazine points out that the free press guarantee of the Bill of Rights is "no longer operative if the government can rule that the expressions of certain opinions is taxable and the utterance of others is non-taxable."

The new "tax on criticism," it should be made clear, was not adopted by Congressional action. But it appears only Congressional action can repeal it, and a series of bills to accomplish that purpose is now pending. One of them, the Boggs bill (HR 640), was unanimously adopted by the House Ways and Means Committee last session, but died on the floor.

Only Congress can make it possible to give an advertiser the same freedom from censorship to express his approval or disapproval of government policies or legislative proposals that an author now enjoys to describe what it's like to be down and out on the left bank of the Seine.

LIFE'S LIKE THAT

By FRED NEHER



"It's easy to believe that our bodies are over 90 per cent water!"